

Carlsbad Tourism and Business Improvement District (CTBID)
Annual Report
2010-2011

Method of Assessment: The CTBID includes all hotel businesses located within the CTBID boundaries. The assessment shall be levied on all hotel businesses, existing and future, within the City of Carlsbad based upon a flat fee of \$1.00 per occupied room per night for all transient occupancies as defined in section 3.12.020(7) of the Carlsbad Municipal Code. The amount of assessment shall be separately stated from the amount of the rent and other taxes charged, and each transient shall receive a receipt for payment from the operator. The assessment will be remitted monthly, based on \$1.00 per occupied room per night in revenues for the previous month.

Assessment Funding Purpose: To administer marketing and visitor programs to promote the City of Carlsbad as a tourism visitor destination and to fund projects, programs, and activities, including appropriate administrative charges, that benefit hotels within the boundaries of the District.

2010-11 Work Plan: Last fiscal year, the CTBID contracted with a newly formed Carlsbad Convention and Visitors Bureau (CCVB) to provide tourism marketing services for Carlsbad. The CCVB had a new name "VisitCarlsbad", a new executive director, new bylaws and a new Board of Directors.

The CTBID budget for 2010-11 includes \$756,582 in funding for VisitCarlsbad. The services provided will focus primarily on driving demand in the leisure market segment and secondarily the meetings market. The majority of this will be done through on-line marketing but they will continue to do some print advertising. Funding also includes managing the visitor center and publications as well as developing visitor profile information. VisitCarlsbad will also continue to contract with San Diego North Convention and Visitors Bureau for meetings market leads and bookings. This year VisitCarlsbad Board will also review the CTBID Grant applications and make funding recommendations to the CTBID Board.

Detail of the CTBID 2010-11 Budget is shown on the following page.

2010-11 CTBID Budget

Program Areas	Description	2008-09 Actuals	2009-10 Budget	Current 2009-10 Actuals	Projected 2009-10 Actuals	Adopted 2010-11 Budget
Carryover Fund Balance		392,989	234,638		234,638	61,897
Revenues:						
CTBID Assessment	\$1 per room night	796,219	775,000	676,238	775,000	800,000
Interest Earnings		15,436	10,000	-1,795	0	1,000
Misc Rev		150,000	0			
Total Estimated Revenues		961,655	785,000	674,443	775,000	801,000
Expenditures:						
2% Admin. Fee - City	2% of CTBID assessment revenue, for collection of CTBID assessment and accounting for CTBID	15,956	16,500	12,814	16,500	16,500
CCVB Payment	To operate visitor center, market and promote Carlsbad			662,651	722,895	756,582
SDNCVB	Carlsbad Group Sales	374,000	722,895			
RR&A Contract	Reint Reinders and Associates Consulting	110,000	72,000	37,100	44,000	0
Staff support	Staff support to the CTBID	118,400	16,500	13,777	16,500	16,500
CTBID Grants	Grant program established by CTBID Board	20,237	20,000	12,720	12,720	20,000
Mindgruve contract	Spring Marketing Campaign	16,539	35,168	35,125	35,168	0
Mindgruve contract	Endless Summer Marketing Campaign	314,832	99,958	99,889	99,958	0
Contingency	To be determined by the CTBID Board at a later date	150,042	0	0	0	0
Total Expenses		1,120,006	983,021	874,076	947,741	809,582
Ending Fund Balance	Contingency for Revenue shortfall	234,638	\$36,617		61,897	53,315

* The Carlsbad Convention and Visitors Bureau is the corporate entity. The Bylaws were changed during 2009 to an organization that now has seven Board members and the dba "Visit Carlsbad".